

47 CFR Part 11 [EB Docket No. 04-296; FCC 11-82]  
Review of the Emergency Alert System.  
ACTION: FCC Notice of proposed rulemaking.

Comment July 19, 2011 by FastHealth Corporation

We comment that any EAS participant should comply with section 11.56 by participating in an FCC organized National Emergency Internet Deflection System (NEIDS) which permits domain name registration, interception, and deflection of public use broadcast station websites or other media websites to include CAP formatted EAS messages without requiring the purchase of new equipment by FCC licensees. Internet domain name engagement of CAP formatted EAS messages will allow FCC licensed entities to serve the American public by insuring all licensed media web addresses and websites are available to distribute Internet alerts and warnings during emergencies. This function occurs without any interfacing to host server websites by design code and without new equipment. This methodology for Internet website alerting assures website alerts are available and delivered through FCC licensed media company websites even if local host servers or other equipment are compromised. Since Internet media websites play a critical role in the distribution of news and information to the American public during emergencies, and since the reliance of Americans on popular media websites is occurring and increasing, a low cost methodology that facilitates CAP formatted EAS warning and alerts on all FCC broadcast or media licensee owned websites should be ruled. A national registration of all FCC licensed media owned websites should be made for inclusion in a national system. All EAS alerts must be available and scalable within all FCC licensed media owned websites and on any government funded entity website through the website c-domain address. This can be easily facilitated through the domain c-name website address deflection process. (see attached technical document) Also, we comment that these processes should evolve and be ruled to interface with cell text alerts that reference partially deflected media websites to reference and source quantities of public emergency information presented within CAP formatted EAS messages.